

Analytics in Banking & Credit Risk management





Why should you attend this workshop?

Proper portfolio risk assessment, sub-prime lending, risk driven customer profitability: These are some of the issues that banks and financial institutions are grappling with today. Banks who do not address these issues risk affecting their bottom line drastically. Analytics helps issuers manage these and more issues in a scientific manner. An understanding of Analytics thus has become an imperative for all.

This workshop will run you through global best risk practices, help identify issues facing by the financial industry today from a risk as well as marketing perspective and familiarize you with the way Analytics can deal with those issues.



Who should attend?

Risk professionals in the banking industry and Business Intelligence Units will find this workshop useful. This workshop will help marketing professionals to optimize marketing decisions as well. Profession students with good analytical mind would be benefited through understanding Analytics and its roll in today's market.



What are the topics covered?

The workshop will focus to address how analytics helps to solve the issues facing by the banking and financial industry. It will also address the aspects of Credit Scoring and how decisioning can be optimized.



What is the schedule?

| Time | Session | Topics |
|---------|--|--|
| 1.5 Hrs | Managing Risk & Customer Profitability Using Analytics | Analytics in Banking, Risk Analytics, Marketing Analytics, Customer Profitability, Interaction of Risk & Marketing Analytics, Customer Profitability, F-Metrics |
| 1 Hrs | How to Manage Effective Risk Scorecards (A Theoretical Discussion) | Credit Risk, Credit Scoring and Basel II, Aspects of Risk Scorecard, Stability, Strength and Predictability (SSP) |
| 0.5 Hrs | How to Manage Effective Risk Scorecards (A Practical Demo) | Predicta Demo |



What should be my level of knowledge in order to attend?

All you need in order to attend the workshop is an inclination to use Analytics to improve the bottom line of your business.



About the Organizers

Fractal is a leading provider of customer analytics to banks and financial institutions. Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer risk management efforts with scientific decision making.

For further queries on this document, please contact:

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